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[A new Creative Director of Men's Ready to Wear - the Result of John Ray Resigning or Being Fired by Gucci](#)

Whether resignation or dismissal of John Ray, Italian fashion house Gucci gets Frida Giannini as new Creative Director of Gucci men's division

Gucci has lost its Creative Director of Men's Ready to Wear, John Ray, as the Italian luxury brand announced Tuesday morning. The creative department of Gucci men's division will be taken over by the Italian Frida Giannini. The young Frida will be in charge with everything that happens to Gucci's men brand.

The Roman lady is quite a rising star, as this promotion means a great ascent for her, from the Gucci's accessories division command to a higher level. In March 2004 she was named to run the creative accessories department taking Alessandra Facchinetti's position and now she replaces John Ray too. So, briefly, Frida Giannini can be named the new Tom Ford.

Just ten days after presenting the Fall/Winter Men's 2006-2007 of the Gucci house, John Ray announced his decision of leaving the job. The collection was influenced by Scottish features and got different kind of reviews, from bad to excellent, but what's relevant now is that reports show the men's collection isn't doing that great on the sales floor, which is a serious problem.

Gucci CEO and President Mark Lee thanked "John for his important contribution to the success of the Gucci Men's Ready to Wear category over the past 10 years, respecting his decision and wishing him great continued success in his future." In the same press release, Lee stated that Giannini "will assume the creative responsibilities for Men's Ready to Wear, in addition to her existing creative responsibilities, thereby becoming the sole Creative Director for the Gucci brand."

Press was informed that Ray's departure was as a willingly resignation, but rumors say that Robert Polet, the boss of Gucci Group wanted to set an example for those who work for the fashion house and don't hit the planned numbers. Polet is extremely ambitious and usually does what it takes to fulfill Gucci's goals of constantly growing.

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